

of leaflets entitled "La Toja Soap from the Salts of the Famous Mineral Waters of La Toja" and a number of booklets entitled "La Toja Toilet Preparations" and "La Toja Salts Their Incorporation in La Toja Baths." Examination showed that the *La Toja Bath* consisted essentially of salt and water, with small proportions of other inorganic compounds; and that the *La Toja Toilet Soap* and the *La Toja Mud Soap* consisted essentially of soap, water, and salt, with small proportions of other inorganic compounds.

**LABEL, IN PART:** "La Toja Bath," "La Toja The Natural Mineral Salts Soap Toilet Soap [or "Mud Soap"]."

**NATURE OF CHARGE:** Misbranding, Section 502 (a), certain statements in the labeling of the articles were false and misleading, since the articles would not be effective for the purposes claimed. The false and misleading statements regarding the articles were to the following effect:

That the *La Toja Bath* was effective in the treatment of arthritis, arthritis deformans, rheumatism, neuritis, sciatica, lumbago, gout, skin disease, and nervous conditions; and that it would exert a sedative effect and promote profound and refreshing slumber;

That the *La Toja Toilet Soap* was effective in the treatment of eczema, psoriasis, acne, itch, muddy complexion, dandruff, and baldness due to dandruff; that it would restore the porosity of the skin and promote cutaneous respiration and elimination; that it would maintain or restore good health; that it would promote powerful actions, both local and general; and that it would penetrate to the deepest layers of the epidermis and exert a stimulating effect;

That the *La Toja Mud Soap* was effective in the treatment of arthritis, rheumatism, eczema, psoriasis, acne, itch, muddy complexion, dandruff, and baldness due to dandruff; that it would restore the porosity of the skin and promote cutaneous respiration and elimination; that it would maintain or restore good health; that it would promote powerful action, both local and general; and that it would penetrate to the deepest layers of the epidermis and exert a stimulating effect.

**DISPOSITION:** February 10, 1948. Default decree of condemnation and destruction.

**2427. Misbranding of Dapper Hair and Scalp Tonic. U. S. v. 21 Bottles, etc.** (F. D. C. Nos. 24388, 24389. Sample Nos. 19134-K, 19135-K.)

**LABEL FILED:** March 19, 1948, Eastern District of Kentucky.

**ALLEGED SHIPMENT:** On or about February 17, 1948, by the King Drug Co., from Cincinnati, Ohio.

**PRODUCT:** 37 1-pint bottles and 42 8-ounce bottles of *Dapper Hair and Scalp Tonic* at Covington and Newport, Ky., together with one poster entitled "Why be bald," which was shipped with the product. Examination showed that the product was a perfumed liquid consisting essentially of water, alcohol, pilocarpine hydrochloride, and vitamin B.

**LABEL, IN PART:** (Bottle) "Dapper Hair and Scalp Tonic Contains Vitamin B"; (poster) "Why be bald? \* \* \* Vitamin B Puts Hair on Jap Heads Bare \* \* \* Two Nagoya University professors claimed today they have cured baldness by injecting Vitamin B into the scalp."

**NATURE OF CHARGE:** Misbranding, Section 502 (a), certain statements in the labeling of the article were false and misleading, since they represented and suggested that the article was effective in promoting the growth of hair and that vitamin B contributes in some manner to the value of a hair preparation. The article was not effective in promoting the growth of hair, and vitamin B does not contribute to the value of a hair preparation.

**DISPOSITION:** April 12, 1948. Default decree of condemnation and destruction.

**2428. Misbranding of Gingisol. U. S. v. 69 Bottles \* \* \*. (F. D. C. No. 23909. Sample No. 18143-K.)**

**LABEL FILED:** November 14, 1947, Eastern District of Tennessee.

**ALLEGED SHIPMENT:** On or about October 14, 1947, by Gingisol Laboratories, from Cleveland, Ohio.

**PRODUCT:** 69 8-ounce bottles of *Gingisol* at Chattanooga, Tenn. Examination showed that the product contained potassium phenolate and not more than an inconsequential amount, if any, of fluorides.

**LABEL, IN PART:** "Dr. Barben's Gingisol."